



## CHAIR'S CORNER – GOT QUALITY?

by Jo Haberstok

Got French Fries? Those of you who participated in our special tour October 9 at Lamb Weston know what I'm talking about. We had a *great* turnout for this event and we learned a lot. (And, yes, we also got to sample their delicious fries.)

Our November 13 dinner meeting will focus on Cybersecurity and Quality. This topic should be of interest to just about everyone – not just ASQ members – so be sure to share the announcement with your work colleagues and family, too. And don't forget our Invite a Friend/Bring a Guest campaign – you could win a Starbucks' gift card. Also, bring items to donate to the Tri-City Union Gospel Mission (details on page 2).

November is World Quality Month, so let's talk about that a little. I'm always surprised to see that Quality Day/Month doesn't seem to get a lot of visibility in the press, especially since quality is so important in all aspects of our lives. You don't have to be a quality assurance engineer or auditor to be aware, use many of the tools of, and appreciate quality. Who doesn't notice and appreciate good customer service and quality products? And who doesn't notice right away when something is not of high quality?

I have a suggestion for everyone reading this. Let's all plan to do at least one special thing in the month of November to celebrate quality and to help promote quality in our professional and/or personal lives. It doesn't have to be anything too fancy, just something to help improve a process at work or in an organization you belong to, or to help out in some way in your local community.

Quality is wide-ranging and encompasses so many different types of activities...here are just a few ideas:

- Read a book or attend a workshop or training course to improve your own skills
- Share a good article you've read with others
- Call a local nursing home or other charitable organization and volunteer some of your time
- Dig out your athletic shoes and coach (or referee!) a youth sports team
- Pay for the drink or food of the person in the car behind you at the espresso or fast food drive-thru.

Put on your thinking caps, and celebrate World Quality Month in style. Pay it forward!  
- Jo

## Fire Prevention Month 2018

by Robert Boykin

**October is Fire Prevention Month.** So, what does this have to do with quality, you ask? By doing the right things, of course.

It is said that management is doing things right, and leadership is doing the right things.

Now, I would bet your good money that all of you are leaders who not only are doing things right, but also pride yourselves on doing the right things.

Take for example the phrase "fire safety at home and at work." When we think about fire safety, we should do the right things because fire does not mess around, and because doing the right thing is a reflection of our integrity, lending to how we live ethically while making decisions that are right, moral, and ethical.

Statistics show that every year house fires claim thousands of lives and cause billions of dollars in damage. While house fire deaths are dropping (largely due to fire safety awareness), it's still a number that is far too high for something so often preventable.

To assist in not becoming a statistic, fire prevention at home and at work is about making the right choices to ensure the safety of others and ourselves. So, to help ensure that smoke detectors and fire extinguishers are inspected regularly and that open communications occur with family and coworkers about fire prevention techniques, consider the guiding principles listed below to assist in doing the right things.

- Integrity - Live to a code of conduct that governs your behavior both on and off the job - promoting honesty, respectfulness, and loyalty.
- Honesty/Trust - Trust in such a way that puts the safety, effectiveness, and reputation of the family, team, and company first.
- Professionalism - Demonstrate commitment to family and company by providing excellence in service and always holding ourselves accountable.
- Stewardship - Practice vigilance in upholding the trust of coworkers and family, caring for their safety, and honorably managing resources.
- Leadership – Believe that leadership occurs at all levels of the organization and is everyone's responsibility.

The end game is to create a culture that encourages integrity, open communication, trust, and ethical behavior by doing the right things.

Be well and be safe.

- Robert

**November 13, 2018**  
**American Society for Quality**  
**Columbia Basin Section 0614**

**DATE:**

**“Cybersecurity and Quality”**

**TUESDAY,**  
**November 13, 2018**

**LOCATION:**

Shilo Inn  
50 Comstock Boulevard  
Richland, Washington

**5:30 p.m.** – Check  
in/Networking and Appetizers

**6:00 p.m.** – Buffet Dinner

**6:45 p.m.** - Presentation

**DINNER BUFFET MENU:**

The Chef and crew at Riverside Catering provide a varied buffet dinner, which usually includes two entree choices, plus accompanying vegetable, salad, and dessert.

Your choice of coffee or tea is included with dinner.

**Cost:**

\$20 ASQ members  
\$25 non members  
\$5 presentation only

(cash or check)

Reservations are due November 8. E-mail [0614asq@gmail.com](mailto:0614asq@gmail.com) with your name, phone number, company affiliation, and type of reservation.

Attendance at this meeting earns 0.5 RU toward ASQ recertification.

**Note:** All no shows will be billed unless cancelled 48 hours in advance.

For more information about our ASQ section and other upcoming events:  
[www.asq614.org/](http://www.asq614.org/)



**Toni Austin**  
Cybersecurity Director  
Bechtel National, Inc.

Cybersecurity is the protection of internet-connected systems, including hardware, software and data, from cyberattacks. With the latest advances in technology in recent times, the line between our online and offline lives has become nearly indistinguishable. We use the internet not only in our work lives but also to engage in social media, shop, pay bills, and even to turn on the lights and adjust the thermostat in our homes.

We all need to do our part to make sure our online lives are kept as safe and secure as possible. We hear about major data breaches occurring on an all-too-frequent basis, often within companies that we would assume have the latest security measures in place. As the lines between our work and personal lives become increasingly blurred, cybersecurity is more important than ever.

Our daily lives depend on our country's 16 sectors of critical infrastructure, which supply food, water, financial services, public health, communication and power along with other networks and systems. Disruptions to this system, operated via the internet, can have significant consequences. The need for cybersecurity standards and best practices that address interoperability, usability and privacy continues to be critical for the nation.

A quality management approach to cybersecurity addresses the design, installation, operation and performance of devices and software. The use of quality tools can assist in the development of security standards, risk management and corrective actions.

We all play important roles when it comes to cybersecurity and data privacy, no matter our age or employment status. “Better safe than sorry” applies to all suspected threats, and will help keep our data and identities safer.

Toni will share information about the evolution of the technologies that have improved the speed, accuracy, and even the fun of many of our daily activities. She will also discuss how cybersecurity and quality are related and what each discipline can learn from the other.

*About the presenter:* Toni Austin is an adjunct faculty member in the Computer Science Department at Washington State University's Tri-Cities campus. She has served in this role for over 20 years, and currently teaches a course titled “The Impact of Computers on Society.” Toni is also Director of Cybersecurity for Bechtel National, Inc. on the WTP project.

## BRING DONATIONS TO NOVEMBER 13 MEETING: SUPPORT THE TRI-CITY UNION GOSPEL MISSION:

Please join us in supporting the Tri-City Union Gospel Mission at our November 13 dinner meeting. Bring your donations of non-perishable food and other household items to the meeting.

The Tri-City Union Gospel Mission exists to serve homeless and impoverished individuals and families in southeast Washington and northeast Oregon. Just about everyone in our area has heard of the Mission but not everyone knows the extent of the services they provide. (Our ASQ section had the opportunity to tour there last year and it was very educational.) In the past year, the Mission has served over 73,000 hot and nutritious meals and provided over 33,000 nights of shelter to those in need.

Running the Mission is very similar to running your own home, except on a much bigger scale. Just think of all the things you need for your family. Most of the same things are needed to keep the Mission operating smoothly and to support the men, women and children they assist. Items such as sugar, mayonnaise, canned vegetables, garbage bags, cough drops and cleaning supplies are needed. The men's shelter needs socks, backpacks and deodorant. The women and children's shelter needs fall and winter clothing, socks, etc.

Here is a link to a list of [items needed most](#) at this time. Another item always appreciated at the Mission is bus tickets.

Monetary donations will also be accepted at the meeting.

Thank you for supporting others in need! Remember, time spent helping others is time well spent.

## MORE FREE STUFF TO SHARE NOVEMBER 13

We will be offering more recycled books and magazines on November 13, so be sure to check out the special table at the meeting.

We encouraged everyone to bring their no-longer needed business books in September, and many of you who attended the meeting were able to reap the benefits. There are still quite a few items available, so you may find a book or magazine you can use.

As they say – one person's cast-off may be another's treasure!

## QUOTE OF THE MONTH

"Players with fight never lose a game, they just run out of time."

~ John Robert Wooden

## LAST CHANCE TO WIN A PRIZE IN OUR INVITE A FRIEND/BRING A GUEST CHALLENGE THIS YEAR

Our November 13 dinner meeting is sure to be another really good one!

All current Section 0614 members who bring a guest/invite a friend to this meeting, per the rules below, will be eligible to win a special prize:

- The section member or invited guest (non-ASQ member) must make a reservation prior to the September 13 deadline and must attend the dinner meeting. Be sure that when the RSVP is made, it is noted that the individual is attending as *your* guest.
- All section members with an invited guest(s) will be entered into the evening's drawing for a \$10 Starbucks gift card.
- There is no limit on the number of guests a section member can invite - each guest will be considered an individual entry into the drawing.
- At the November 13 dinner meeting, the names of all current members who brought guests during the previous months will be entered into a drawing for a "grand prize" gift card, worth \$50!

Please share the meeting announcement (also posted on our [website](#)) with others and invite them to join you for this meeting.

## OCTOBER MEMBER GIFTS – INNOVATION & DISRUPTION

*"Innovation is the calling card of the future."* ~ Anna Eshoo

The October member gifts from ASQ include many resources to strategically plan for and apply innovation methodologies in the face of new technologies, such as artificial intelligence, robotics, virtual reality, 3-D printing, and blockchain. Some of this month's gifts include:

- The Executive Guide to Innovation (E-Book)
- ISO 50501 Innovation Management (webcast)
- Industry 4.0: The Quality Professional's Future (webcast)
- Humans are Underrated: The Critical Overlooked Factor for Quality Professionals Facing Disruptive Technology (webcast)
- Artificial Intelligence, Machine Learning and Quality (webcast)
- Innovation & Quality (ASQ TV)
- Collaborative Robots, Disruptive Technology & quality (ASQ TV)
- Big Data: An Introduction (ASQ TV)
- Taking Control of the Internet of Things (ASQ TV)

Several articles on innovation and disruptive technologies are also available. Access your free gifts [here](#).

## OCTOBER IS NATIONAL CYBERSECURITY AWARENESS MONTH

(excerpted from an article in [Start Engineering](#))

The rapidly changing targets and tactics of people and countries behind cyber attacks underscore the urgency of continually assessing and improving cybersecurity defense forces. As individuals, we can do a lot to help protect our online selves with strong passwords, being alert to phishing scams and being careful about the site we access.

We might think we've learned lessons about cybersecurity from breaches and scandals like Facebook, Cambridge Analytica, Equifax, and Russian election tampering. But the threats keep morphing.

- Senators' private email accounts saw a flurry of hacking exploits recently.
- Healthcare is the fastest-growing area of targets for data pirates.
- Director of National Intelligence Dan Coats has warned that China probably poses greater long-term cybersecurity challenges than any other country.

To keep up with the ever-increasing threats requires more people with more training in more places than currently available. CyberSeek, a national data hub for cybersecurity workforce development efforts, lists over 200,000 currently open positions in the field. Compared to the 770,000 or so people working in cybersecurity, this number makes for a ratio of workers to openings – 2.5 – far below the national average of 6.5, even in these times of historically low unemployment. And the workforce needs are only expected to grow, with projections of global shortages hitting two million within the coming years.

In this environment, cybersecurity education has become not only a workforce imperative but a vital strategic asset for national defense. This logic generates discussions of how cybersecurity education relates not only to STEM education but K-12 education across all subjects.

Cybersecurity has, understandably gained prominence in recent times within high school computer science and career and technical education programs. The typical approach is to offer a sequence of courses in networking and systems that align with industry certification programs, such as through affiliation with the Cisco Networking Academy or the SANS CyberAces program.

These approaches work well with students who already bring interest and aptitude to cybersecurity learning opportunities. As with almost every other engineering and technology field, though, this pool of students is too small and homogeneous to support development of the solutions needed for the technological challenges being faced. The pool needs to be enlarged and diversified to bring the full creative potential of the U.S. workforce on these problems in cybersecurity and everywhere else in our tech-saturated world.

One approach to growing the supply of cybersecurity-interested students is gamification, which is the application of game-design elements and game principles in non-game contexts. Gamifying cybersecurity is already a popular option for training people in the workforce, but it might be even more effective for use in K-12 education.

Competitions can also provide performance-based learning opportunities for students. The results of competitions provide objective feedback for students, showing where they have excelled and where they can improve. The Air Force Association's CyberPatriot, a national youth cyber education program, features a prominent cybersecurity competition, in which students are tasked with protecting the virtualized network of a fictitious small company. The contest rolls up to an expenses-paid final in Baltimore where teams from across the country compete for a national title and scholarship money.

Educators in almost any K-12 subject can integrate cybersecurity questions into their subject matter. With these broad parameters of the field established in their minds, students may be better able to imagine themselves in a position in cybersecurity that suits their abilities, however non-technical they might be. Given the workforce needs and complexity of the field, all these approaches to cybersecurity education will help fill out the ranks of professionals in the field.

## HOW MUCH DO YOU KNOW ABOUT CYBERSECURITY?

*What's your privacy and cybersecurity IQ?*

In 2016, MediaPRO surveyed more than 1,000 employees and members of the general public over a one-month period to gather a baseline of security and privacy awareness across a slice of the general population. They tested survey-takers' knowledge across eight different security and privacy risk areas, including identifying phishing attempts, safe social media use, and working remotely. The results: 88% of respondents lacked the necessary awareness to stop preventable privacy or security incidents.

The results of their 2017 survey showed that 70% fell into the same categories (ranked as either a "risk" or "novice" based on their quiz scores). While an improvement, it seems clear that more needs to be done to promote security and privacy best practices. You can view the full report by clicking [here](#).

Overall, behavioral improvements were seen in five out of eight surveyed threat vectors. This highlights the work being done in every industry at organizations of all sizes to mitigate risk arising from human behavior, but is also indicative of the gulf that exists between where organizations currently are, in terms of their cybersecurity preparedness, and where they need to be.

Wonder how you'd do on the quiz? You can take the quiz by clicking [here](#). You'll be presented with real-life scenarios in: working remotely, incident reporting, physical security, identifying personal information, cloud computing, acceptable use of social media, and identifying phishing attempts and malware warning signs.



## CYBERSECURITY PLEDGE

Information has value—and it's at risk on a daily basis. The bad guys want it, and will exploit our inattention or negligence to get it.

No one wants their personal information stolen or their data hacked.

Cybersecurity incidents and breaches of private information can be prevented if everyone pays more attention to actions they can control.

If you commit to [these 10 simple actions](#), provided by [MediaPRO](#), you can better protect both your organization's and your own personal data. Take the pledge – and then consider also challenging your colleagues, friends and family to do the same.

## WORLD QUALITY DAY IS NOVEMBER 8



Quality Professionals are individuals who support, develop and implement quality competence and culture in organizations and stakeholders, using their unique views and skills in establishing systems of operational governance, assurance and improvement.

World Quality Day is celebrated annually on the second Thursday in November. It provides a great opportunity to celebrate the achievements of your team and organization, and to recognize team members who help sustain and improve performance every day of the year.

How will *you* celebrate World Quality Day 2018?

## ASQ LAUNCHES NEW/IMPROVED SEARCH FOR BOOKS, STANDARDS, TRAINING

Have you checked out the new search capability on [asq.org's Books and Standards page](#) and [Training Catalog](#)? This was recently implemented in response to member and customer feedback.

There are over 600 books and standards titles in the online bookstore. The new search function is intended to make it easier and quicker to obtain relevant results. Plans are in process to update other [asq.org](#) areas in the future as well.

Visit the [Quality Press site](#) and the [ASQ Training Catalog site](#) and improved processes.

## UPCOMING ASQ CERTIFICATION EXAMS

### Application Deadline: November 2

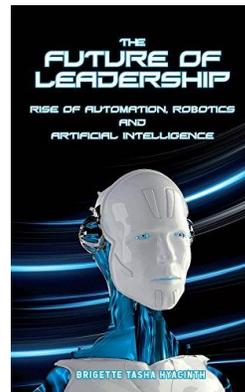
by Patrick Faulk, Section Certification Chair

The next application deadline for ASQ Certification exams is November 2. The following exams will be administered December 1-17, 2018:

- Six Sigma Green Belt (CSSGB)
- Quality Improvement Associate (CQIA)
- Quality Process Analyst (CQPA)
- Quality Auditor (CQA)
- Calibration Technician (CCT)
- Quality Engineer (CQE)
- Software Quality Engineer (CSQE)
- Pharmaceutical GMP Professional (CPGP)

Don't lose track of your recertification date! Most certifications need to be renewed every three years.

Recertification applications can still be submitted through the Section Certification/Recertification Chair, but only through the end of this year. Starting in January 2019, all recertification applications must be submitted online. You can record your Recertification Units as you earn them, in your online Recertification Journal – no more having to worry about losing your documentation! See <https://asq.org/cert/recertification> for more information or contact [me](#) if you have questions.



## THE FUTURE OF LEADERSHIP: RISE OF AUTOMATION, ROBOTICS AND ARTIFICIAL INTELLIGENCE

Book by Brigette Tasha Hyacinth

Is Artificial Intelligence (AI) our greatest existential threat? Will AI take your Job? Is privacy dead? Is universal basic income a viable strategy or just a temporary bandage? Will AI solve all our problems? Will it make us happier?

We can't put the genie back in the bottle once it's out. If we don't candidly answer the pertinent questions, we will only paint a false picture.

We are standing at a crucial and pivotal point in history. The issues surrounding AI can't be left to a small group of scientists, technologists or business executives to address. Our future and our children's futures are at stake.

Want a glimpse into the future of leadership? This book offers a comprehensive view of what is taking place in the world of AI and emerging technologies, and provides valuable insights that may help you to successfully navigate the tsunami of technology that is coming our way.

Cost is \$27 in hardcover; \$22 in paperback. For more information, click [here](#).

## OPERATION CASH-FOR-CANDY

### Tri-Cities Kids Supporting our Troops

Support our troops by donating leftover Halloween candy. Join with Tri-Cities health professionals in the region's annual "Operation Cash-for-Candy," and help say thanks to soldiers.

Children will receive \$1 per pound when they donate their uneaten, wrapped candy at any of the area's participating drop-off sites. They can choose to keep the money or donate it back to help pay for shipping the candy to the soldiers. Plus, they will also be registered to win gift cards and other prizes.

Just like you and me, the soldiers who receive the treats, enjoy them! They also often use the candy in making friends with the "locals" to get information about potential hidden dangers in foreign areas.

For more information about Operation Cash-for-Candy and to find drop-off site in the Tri-Cities, visit [www.OperationCashForCandy.com](http://www.OperationCashForCandy.com).

## BEGGARS' BANQUET FUNDRAISER FOR SAFE HARBOR AND MY FRIENDS' PLACE

### November 3 in Kennewick

The 2018 fundraiser for Safe Harbor Support Center and My Friends' Place will take place on November 3 from 6 pm to 10 pm at the Benton County Fairgrounds in Kennewick. This event features silent, live, and Tiny Tree auctions and the very popular Soup Tasting contest. Try all the soups and vote for your favorite!

This is a great opportunity to also learn more about their programs and how they benefit the local area. Single tickets are \$50, and the 100 Bowls VIP tickets (which starts at 5 pm and includes a unique bowl and special appetizers and wines) are \$100. Click [here](#) for more information.

## SMALL BUSINESS SUCCESS VIRTUAL CONFERENCE -- November 8

This online event, sponsored by SCORE, offers nine educational webinars, one-on-one mentoring sessions, exhibitor booths, networking chat rooms and a resource center. The conference will run from 8:30 am to 2:30 pm Pacific time.

Hear from industry experts including Google, OnDeck, ComplyRight, Kimco, Nav and more. Experience the best parts of an in-person conference without the hassle or cost of traveling. A computer or mobile device with an internet connection and speakers/headphones is all you need to participate.

For more information and to register for the conference, click [here](#).

## BE ACCESSIBLE (BUT NOT TOO ACCESSIBLE) TO YOUR TEAM

by Paul D. Casey

Leaders have a daily quandary: You want to be accessible to your team, but you have your own work to get done, so not *too* accessible. Most of us strive to hold an open-door policy where team members can stroll in anytime to chat or problem-solve with you. And we are almost always "on" and digitally connected so that staff ping us via email or text or instant messaging. But, how do we get time to focus to get our work done – work, that by the way ultimately helps the same team who wants our attention right now, to grow forward?

Be accessible, but not *too* accessible by:

- **Declaring the "door rules" to everyone in the office:** closed door = do not disturb; door ajar = knock and ask if this is a good time; open door = c'mon in! This gives everyone a visual cue of your accessibility throughout the day.
- **Closing your door.** Yes, it's Okay - when it's periodic, and not abused as a barrier between you and your team. Post a sign on your door that explains simply what you are working on and when you will be available next. And then get those priority projects done without interruption.
- **Practicing MBWA: managing by wandering around.** Calendar blocks of time each week to wander the hallways and connect with staff to check on how they are doing, what they are working on, and how you can help. Many spontaneous conversations spring out of your showing up on their turf.
- **Scheduling regular one-to-ones with each direct report.** By giving every person you supervise their own appointment each month, they are guaranteed your undivided attention, when you can focus on their development and clear away obstacles for them to better do their job. The team then gets "trained" to store up non-urgent topics for this carved-out time with you.
- **Telling your team the best ways to communicate with you.** Do you prefer email for updates and texts for "needing urgent reply"? What deserves a face-to-face meeting? What needs written documentation and to be put in your in-box?
- **Establishing boundaries when off the clock.** Unless you are in a position of emergency response leadership, make sure you take "digital Sabbath time" to unplug from electronic communications for long blocks of time on your days off - or else you will head toward burnout. And if you agree with this principle, share that with your team, too, and make a pact about letting everyone enjoy their down-time unless it's an emergency. You need your family and recovery time!

It's important to leave your staff with the positive impression that you are there for them and that you follow-through on your commitments.

*Paul D. Casey loves to help people take action and achieve their goals. He is a certified Life Coach, author, speaker, and trainer. Click [here](#) for more information about Paul and his company.*

## LEAN PRACTITIONER'S SUMMIT

November 1 & 2 in California

Tours and workshops and more! The Lean Practitioner's Summit will be held November 1 and 2 in Pomona, California. It is intended to provide practical examples and application of Lean in various industries.

On November 1, tours will be offered at local companies practicing Lean to showcase the various stages of implementation. The next day will feature interactive workshops to provide guidance on how to practically apply Lean in the participants' own organizations. Registration is \$449 for the full summit or \$249 for day two. Special pricing is available for students. Click [here](#) for more information.

### Come for the Summit...Stay for the ASQ Southern California Quality Conference November 2 and 3

The 2018 Southern California Quality Conference (SCQC) is in its 11th consecutive year. Whether you're planning on attending the Lean Practitioner's Summit or not, consider attending this great conference that offers workshops on the same day of the Summit's (Friday, November 2) and continuing on with an impressive slate of speakers on Saturday, November 3. Cost is \$125 for ASQ members. For more information, click [here](#).

## UPCOMING BLUE RIDGE LUNCHTIME WEBINARS

ASQ Blue Ridge Section 1108 is offering more free webinars. ASQ membership is *not* required to attend, so please share with others who may also be interested. Most webinars are held at lunchtime – Eastern Daylight Time (EDT). There is no charge for attendance. Upcoming offerings:

**November 5:** *World Quality Week Events*

**November 10:** *Step-by-Step Guide to Streamline Business Processes & Waste in Three Days AND Statistical Analysis of the Risk Factors for Heart Disease*

For more information about the topics/presenters, and to register for one (or all!) of these webinars, click [here](#).

Has your email address changed? Help us keep you informed of Section 0614 events and information by updating your contact information and email preferences at <http://www.asq.org/>. Log in and click "My Account" to update your membership record. You can add or make email, address and phone changes in the "Contact" tab, and then be sure to click on the "email preferences" tab to be sure you are subscribed to receive future Section communications.

## SECTION 0614 MEMBERSHIP

There are 96 members in our Section as of October 2.

2018 SECTION 0614 LEADERSHIP TEAM January 1 - December 31, 2018	
Section Chair	Jo Haberstok
Secretary	Kent Ozkardesh
Treasurer	Robert Boykin
Audit	Stephen Pottle
Membership Chair	Scott Mitson
Certification/Recertification	Patrick Faulk
Nominating Chair	Robert Kuhlman
Webmaster	Steve Prevette
Newsletter Editor	Robert Boykin
Publicity Chair (acting)	Jo Haberstok
Programs Chair	Vacant
Social Media Chair	Vacant
Education Chair	Vacant
Community Outreach Chair	Vacant

## PUBLICATION INFORMATION

This newsletter is published on a regular basis to inform members and potential members about Section 0614 activities and other news/information that may be of value to quality professionals. To be considered for the next newsletter, input must be received by the 10th of the month.

